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CENTRAL FAX CENTER

Application No. 09/944,348
Amendment dated March 2, 2009
Reply to Office Action of August 28, 2008

MAR 02 2009

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-82. (cancelled)

83. (currently amended) A system for uninterrupted and passive continuous monitoring and measuring viewer behavior of a plurality of television viewers and pattern data among viewer events and channel change events in a plurality of viewing premises to provide information for direct correlation with concurrent detailed data of programming and broadcasting in order to analyze and ascertain the responses of the plurality of viewers to program and advertising content for the purpose of assessing the effectiveness of said programming and advertising content, wherein the results of said analysis can be made available to advertisers, said system comprising:

a plurality of signal receiving devices located in a plurality of viewing premises, wherein each said signal receiving device comprises:

a monitor device for uninterrupted and passive continuous monitoring of television viewer behavior, the monitor device configured for monitoring event data generated upon occurrence of television viewer events and channel change events to ascertain television viewer behavior and pattern data among television viewer events and channel change events on the continuous basis;

an event timing device for recording a time record of event occurrence and to be used for generating time-stamped data representative of time of occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device.

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84. (previously presented) The system of claim 83 wherein television viewer events comprise at least one of change of volume level, change of mute status, and change of signal receiving device status.
85. (previously presented) The system of claim 83 wherein television viewer events are actions by the television viewer to change volume level.
86. (previously presented) The system of claim 83 wherein each signal receiving device further comprises a receiver for receiving television signals.
87. (currently amended) The system of claim 83 further comprising a first transmitter for providing television signals for a television.
88. (currently amended) The system of claim 87 further comprising a ~~further~~ second transmitter for transmitting information reflecting viewer behavior.